



# JOSH MANDEL

Revision #: 0 Date: 8/30/2012

**Client:** OH- US SEN- JOSH MANDEL- 2012 **Estimate:** 2645  
**Media:** TV **Description:** OH US SEN JOSH MANDEL SEPT4-SEPT 10  
**Product:** GENERAL **Flight Start Date:** 9/4/12 5:00:00 AM  
**Market:** Cincinnati **Flight End Date:** 9/10/12 4:59:00 AM

**Separation between spots:** 30

Line No	Daypart Program	Daypart Code	STN Gross	STN Net	Days Dur	Tue 9/4	Wed 9/5	Thu 9/6	Fri 9/7	Sat 9/8	Sun 9/9	Mon 9/10	Total Spots
<b>WKRC-TV</b>													
25	MTuWThF 6:00a-6:30a GD MRN CINN@6	EM	\$800.00	\$680.00	30	0	0	1	0	0	0	0	1
26	MTuWThF 6:00a-6:30a GD MRN CINN@6	EM	\$250.00	\$212.50	30	0	0	0	0	0	0	1	1
27	MTuWThF 7:00a-8:00a EARLY SHOW	EM	\$400.00	\$340.00	30	1	0	0	0	0	0	0	1
28	MTuWThF 7:00a-8:00a EARLY SHOW	EM	\$125.00	\$106.25	30	0	0	0	0	0	0	1	1
31	Su 10:00a-10:30a SUNDAY MRN-CBS	WK	\$225.00	\$191.25	30	0	0	0	0	0	1	0	1
32	MTuWThF 5:00p-5:30p LOCAL12 NEWS-5<	EN	\$1,200.00	\$1,020.00	30	1	0	0	0	0	0	0	1
33	MTuWThF 5:00p-5:30p LOCAL12 NEWS-5<	EN	\$350.00	\$297.50	30	0	0	0	0	0	0	1	1
35	MTuWThF 5:30p-6:00p LOCAL12 NW-530<	EN	\$400.00	\$340.00	30	0	0	0	1	0	0	0	1
36	MTuWThF 6:00p-6:30p LOCAL12 NEWS-6<	EN	\$1,500.00	\$1,275.00	30	0	0	1	0	0	0	0	1
38	Sa 6:00p-6:30p NEWS	EN	\$250.00	\$212.50	30	0	0	0	0	1	0	0	1
40	MTuWThF 11:00p-11:35p LATE NEWS	LN	\$1,700.00	\$1,445.00	30	0	1	0	0	0	0	0	1



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<b>WKRC-TV</b>													
43	Su 6:00p-7:00p BENGALS PRE GAME 9/10	EN	\$900.00	\$765.00	30	0	0	0	0	0	1	0	1
436	MTuWThF 6:00a-6:30a GD MRN CINN@6	EM	\$400.00	\$340.00	15	2	0	0	0	0	0	0	2
437	MTuWThF 6:00a-6:30a GD MRN CINN@6	EM	\$125.00	\$106.25	15	0	0	0	2	0	0	0	2
438	MTuWThF 7:00a-8:00a EARLY SHOW	EM	\$200.00	\$170.00	15	0	0	2	0	0	0	0	2
439	MTuWThF 5:00p-5:30p LOCAL12 NEWS-5<	EN	\$1,200.00	\$1,020.00	15	0	2	0	0	0	0	0	2
440	MTuWThF 5:30p-6:00p LOCAL12 NW-530<	EN	\$700.00	\$595.00	15	0	0	2	0	0	0	0	2
441	MTuWThF 6:00p-6:30p LOCAL12 NEWS-6<	EN	\$750.00	\$637.50	15	0	2	0	0	0	0	0	2
442	MTuWThF 6:00p-6:30p LOCAL12 NEWS-6<	EN	\$250.00	\$212.50	15	0	0	0	2	0	0	0	2
443	MTuWThF 11:00p-11:35p LATE NEWS	LN	\$850.00	\$722.50	15	0	0	2	0	0	0	0	2
444	MTuWThF 11:00p-11:35p LATE NEWS	LN	\$400.00	\$340.00	15	0	0	0	0	0	0	2	2



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Line No	Daypart Program	Daypart Code	STN Gross	STN Net	Days	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Total Spots
					Dur	9/4	9/5	9/6	9/7	9/8	9/9	9/10	
WKRC-TV													
445	Su 7:00p-10:00p BENGALS 9/10	RT	\$3,250.00	\$2,762.50	15	0	0	0	0	0	2	0	2
Total Spots:						4	5	8	5	1	4	5	32
Total Cost:			\$24,350.00	\$20,697.50									
Total													
SEP 12			\$24,350.00	\$20,697.50									32

**Signature:** \_\_\_\_\_

**Disclaimer:**



# Summary by Station/System

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Station	Total Spots	STN Gross	PCT	STN Net	PCT
WKRC-TV	32	\$24,350.00	100%	\$20,697.50	100%
<b>Market Total:</b>	32	\$24,350.00		\$20,697.50	